



MUSIC IN THE PARK COMMITTEE

**Jonathan Knowles, Co-Chair
Jade Bradbury**

**Valerie Hopkins, Co-Chair
Marianne Hamilton**

TOWN OF LOS GATOS MUSIC IN THE PARK COMMITTEE (MIP) MINUTES

JANUARY 9, 2009

PLEASE NOTE TIME CHANGE 9:00 A.M.

(Meeting was continued from January 6, 2009)

**208 East Main Street
Neighborhood Center
Los Gatos, California**

1. ROLL CALL

Members Present: Co-Chairs Hopkins and Knowles, Commissioners Bradbury, Hamilton & O'Neill

Members Absent: None

Also Present: Regina Falkner, Community Services Director, Maurine Dudley, Administrative Secretary

2. APPROVAL OF DECEMBER 18, 2008 MINUTES

It was M/S/C (Hamilton/Hopkins) that the minutes be approved as submitted

3. COMMUNICATIONS

Verbal (Three minute time limit per speaker for subjects not agendaized) - None

Written -None

4. COMMITTEE REPORTS

- 4.1 Sponsorship Status Report; Information, only
Co-Chair Hopkins reported on sponsorships. Co-Chair Hopkins will contact Commissioner Curtis regarding the Silver Sponsors. Updated sponsor list and budget to be included in packet for the AC meeting in January.
- 4.2 Discuss Public Rules & Procedures
Ad-Hoc Committee was appointed by Co-Chair Knowles to draft public rules and procedures. Co-Chair Hopkins will be part of the committee. Co-Chair Knowles will bring draft to committee.

- 4.3 Review, For Forwarding to Arts Commission, list of Arts Agencies to be Acknowledged during Music in the Park
Commissioner Bradbury submitted list of Art Agencies for the 6th tent. The tent is to be used as a resource tent with membership forms, display board, but not to hang art. No service clubs will be included as announcements are made during concerts regarding their projects. There will be more than one group at each concert. Tent will include 4 chairs, 1 table. Suggestion was made to link agencies with Community Unity for volunteers. Information will be included in the packet for the AC January meeting.
 - 4.4 Review, For Forwarding to Arts Commission, Report of Key Issues Related to Long-Term Implementation and Administration of Music in the Park
Ad-Hoc Committee of Hopkins, Hamilton and Knowles will complete draft for the February AC meeting.
 - 4.5 Discussion Regarding List of Possible Warm-Up Acts for Music in the Park
Ad-Hoc Committee established including Co-Chairs Hopkins and Knowles and Commissioner Hamilton. If anyone has suggestions for acts, please forward. It was suggested this year not have a warm-up act for every concert, maybe a total of 3 or 4 for the series.
5. **ADJOURNMENT**
Meeting adjourned at 9:40 a.m. to Tuesday, February 3, 2009 at 10 a.m.

Music in The Park 2009- Sound Engineering Requirements

**Town of Los Gatos provides a minimum 5 Discrete 20 AMP Current
Below is the Minimum Equipment needed for concerts:**

4 Monitor Wedges (min) on 4 individual FOH mixes
 32 Channel F.O.H. Mixing console with 4 auxiliary monitor sends
 1 Reverb
 1 DDL
 1 Stereo Compressors and gates
 1 31 Band Stereo EQ for each monitor mix
 4 flown mains (2 long throw cabs, 1 center fill per side) with Subs
 OR tripod stands as an option to flown mains
 *(you may bid on one or the other system or both)
 Speakers to include scrims or covers
 1 100 foot Snake
 1 Sound Engineer & crew
 Power Amps for everything
 Microphones, direct boxes, cables, stands, playback capabilities
 Loudspeaker processing with stereo 31-band EQ and system delay

The Los Gatos Art's Commission values both the sound and the visual appeal produced from our stage. Therefore, we require speakers and other audio equipment that is state of the art and appropriately placed.

2009 MIP Concert Dates:

Sunday, June 21
 Sunday, June 28
 Sunday, July 5
 Sunday, July 12
 Sunday, July 19
 Sunday July 26
 Sunday, August 2
 Sunday, August 9
 Sunday, August 23
 Sunday, August 30

Cost per event	\$
Total cost for above concerts	\$

PROPOSAL FOR FUTURE OVERSIGHT OF MUSIC IN THE PARK

Executive Summary

For 20 years, the Los Gatos Arts Commission has been responsible for producing the town's annual *Music in the Park* (MIP) summer concert series. The Arts Commission is appointed by and serves at the pleasure of the Los Gatos Town Council, and receives guidance and administrative support from the Community Services Department (CSD).

This concert series is funded by donations from local businesses and individuals at a variety of levels ranging from \$250.00 to \$5000.00. These sponsorships cover the costs of hiring the performers and sound technician, printing posters and other collateral materials, fees paid to Parks & Public Works employees, business license fees, advertising costs, porta-potties, temporary workers, website maintenance, and any capital expenses (such as new and replacement staging and drapery).

Community Services Department (CSD) staff provides administrative support and oversight of the Arts Commission and MIP. Neither the Arts Commission nor MIP sponsors reimburse the Town for the hours contributed by CSD staff. Instead, this administrative support is an expense to the Town.

In the span of the last two decades, MIP has grown significantly in size and production complexity – from a few concerts attended by fewer than 1,000 people each summer, to a full slate of 10-12 concerts with an average attendance of over 3,000 at each. The response from Town residents has been overwhelmingly positive, and local businesses and individuals have generously continued to demonstrate their support for the 2009 MIP series.

Current Challenges

The Arts Commission has encountered several issues that restrict its ability to manage and produce MIP effectively. These include:

1. *Solicitation policy* – Current Town policy forbids all other commissions from soliciting funds from the general public, with the goal of eliminating any potential “quid pro quo” situations. Although Council members were kind enough to make an exception for the Arts Commission during the 2008 MIP season, we recognize that this is a very “grey” area.
2. *Contract negotiations* – Town policy has occasionally presented challenges with regard to the selection of the optimum vendors for MIP: Given that Los Gatos has a “lowest bid” policy, the Arts Commission has been unable to select preferred vendors.

3. *Impact on Town staff* – CSD reports that its workload has increased dramatically. Given the recent history of MIP, the Arts Commission has an expectation of still further growth in the future – with a correspondent increase in the amount of administrative support that would be provided by the CSD.
4. *Brown Act considerations* – The success of MIP (and every large-scale production) depends on close collaborations between committee members selected to oversee various aspects of the concert series. At certain times during the production process (particularly during the fundraising season, and just prior to the launch of the first concert), consultations, meetings, and phone calls are necessary on a daily basis; often several times daily. Yet, since the Arts Commission is made up of volunteers who serve as representatives of the Town, all such interactions must be made open and transparent – meaning that all such meetings must be publicly posted and available for attendance by anyone who chooses to do so, lest the Commission be in violation of the Brown Act. Given the necessary lead-time for this process, this is a highly unworkable model for MIP committee members who must be proactive and respond quickly as very dynamic, real-time situations dictate.
5. *Reserves* – Currently, the Town has a reserve account for MIP totaling approximately \$39,000. These funds are designated for paying the performers and other related expenses detailed in the Executive Summary above. The Arts Commission wishes to ensure that these funds will remain available to continue producing MIP in the future. Once they have been exhausted, any additional expenses will be covered via the model outlined below.

Opportunities

In 2002, former Arts Commission and MIP Chair Teri Hope launched the *jazz on the plazz* (JOTP) summer concert series. JOTP has since become highly successful and an important part of our town. In 2008, Teri and other community leaders formed Los Gatos Music and Arts (LGMA), a registered 501(c)(3) non-profit organization whose mission is to inspire, nurture, develop, and produce educational programs, scholarships, concerts, and other artistic programs which promote music and the fine arts for the benefit of the community of Los Gatos. LGMA is a primary funding source for The Museums of Los Gatos and A Place for Teens. LGMA has a strong management team and board of directors, and a proven commitment to the arts in Los Gatos.

The Los Gatos Arts Commission would like to propose the creation of a new organizational structure for MIP, such that the concert series would be moved under the “umbrella” of Los Gatos Music and Arts. It is our hope that this new arrangement can eliminate the above-mentioned “hurdles,” and position MIP for continued success in the years to come. We believe that such a shift makes sense for many reasons:

1. With a single, unified fundraising “machine,” versus two smaller groups competing for the same sponsor dollars from local businesses and private donors, MIP and JOTP can avoid the duplication of fundraising efforts. At the same time, sponsors will only receive one solicitation request for both series, which will likely improve both JOTP’s and MIP’s chances of receiving financial support.
2. Given that LGMA personnel is not appointed by the Town, adherence to Brown Act policy that currently governs (and restricts) meetings will no longer be necessary. Also, LGMA personnel will be free to send and receive correspondence as necessary, solicit the ideal concert vendors, and negotiate all relevant contracts.
3. Several of the current Arts Commissioners are also involved in LGMA (and the MIP Chair also serves on the LGMA board), which will create ideal short-term collaboration between the two groups. In the long term, these synergies can ensure a smooth transition to the new management and production model, and maintain a consistent level of quality for MIP.
4. Most importantly, by transitioning MIP away from the Town’s purview and over to LGMA, Town staff would enjoy a greatly reduced administrative workload. Freed from the responsibility of MIP oversight, CSD staff members could devote these hours to other tasks.

Liaison – Arts Commission & MIP

While the Arts Commission sees the value inherent in shifting fundraising, management and production of MIP to LGMA, we are also cognizant of the fact that the concert series will still be presented *by* the Town, *for* Town residents. LGMA will enthusiastically encourage the weekly participation at MIP by Town Council members, and will continue to extend the Town’s “brand” at all concerts. At the same time, all current Arts Commissioners will be invited to serve on the board of LGMA. In the best of all worlds, this transition will be completely seamless to any and all concert attendees, and MIP will continue to be as successful as it has been in years past. From an attendee perspective, there will be no discernable difference.

Conclusion

The Los Gatos Arts Commission recognizes that Music in the Park is a truly unique, “Los Gatos-style” event, and with steady growth has taken on its own life in the past several years. Our aim is to ensure the future viability of the concert series, which will likely mean that “business as usual” is no longer a relevant model. With the support of Council we hope to solidify the transition to LGMA beginning with the 2010 MIP season. We believe this will allow for the continuation of this wonderful benefit for Town residents, and create a scalable model for future success. By aligning MIP with Los Gatos Music

and Arts, we can realize those goals. We look forward to Council's feedback and recommendations.